

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY SAN JOSE IMMEDIATE

AMEMBASSY SAN SALVADOR IMMEDIATE

AMEMBASSY TEGUCIGALPA IMMEDIATE

AMEMBASSY GUATEMALA IMMEDIATE

AMEMBASSY MANAGUA IMMEDIATE

UNCLAS STATE 156183

E.O. 11652: N/AGS: EINV

SUBJECT: CENTRAL AMERICAN INVESTMENT MISSION - SPONSORED
BY OPIC -

FROM OPIC

SUMMARY: OPIC PROPOSES TO SPONSOR AN INVESTMENT MISSION TO CENTRAL AMERICA IN NOVEMBER. REQUEST BY COO JULY 3 ADDRESSEES' COMMENTS ON PROPOSAL AND TDY CONCURRENCE FOR B. THOMAS MANSBACH, OPIC'S DIRECTOR FOR LATIN AMERICA (INSURANCE), AND WILLIAM J. BIRD, PRESIDENT OF ROHR INTERNATIONAL, TO UNDERTAKE EXPLORATORY DISCUSSION WITH EMBASSY, HOST GOVERNMENT OFFICIALS AND PROMINENT LOCAL BUSINESSMEN. EMBASSY ASSISTANCE ESPECIALLY REQUIRED FOR PARAGRAPHS 6, 7, AND 8 BELOW. END SUMMARY.

1. OPIC IS DEVELOPING PLANS TO SPONSOR A TWO-WEEK INVEST-
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MENT MISSION (IMCAM) OF APPROXIMATELY 30 TOP-LEVEL U.S. BUSINESS EXECUTIVES TO GUATEMALA, EL SALVADOR, HONDURAS, NICARAGUA AND COSTA RICA IN EARLY NOVEMBER 1975. THE MISSION, WHICH WILL BE SIMILAR TO A HIGHLY SUCCESSFUL MISSION

TO FIVE ARAB COUNTRIES UNDERTAKEN LAST FEBRUARY, IS BEING
PLANNED FOR THE PURPOSE OF ACQUAINTING

U.S. COMPANIES WITH FOREIGN INVESTMENT AND BUSINESS
OPPORTUNITIES IN CENTRAL AMERICA. OPIC WILL BE SUBSTAN-
TIALY ASSISTED BY MR. BIRD IN ORGANIZING AND DEVELOPING
THE MISSION.

2. THE MISSION WILL BE COMPOSED OF A REPRESENTATIVE
GROUP OF SENIOR U.S. BUSINESS EXECUTIVES FROM THE
DECISION MAKING LEVELS OF THEIR COMPANIES AND WILL BE
CHAired BY MARSHALL T. MAYS, OPIC PRESENT.
PARTICIPANTS FOR THE TRIP WILL BE SELECTED BY OPIC ON
THE BASIS OF MATCHING THE BUSINESS ACTIVITIES OF THE
PARTICIPANTS WITH BOTH SPECIFIC AND GENERAL AREAS OF
OPPORTUNITIES IDENTIFIED BY MANSBACH AND BIRD IN THE
PREPARATORY WORK TO THE MISSION.

3. THE MISSION WILL SPEND APPROXIMATELY 2 DAYS IN EACH
OF THE TARGET COUNTRIES WITH THE VIEW THAT OPPORTUNITIES
IDENTIFIED DURING THIS SHORT VISIT WILL BE FURTHER
DEVELOPED ON SUBSEQUENT TRIPS BY THE INDIVIDUAL INVESTORS.
AS A GENERAL PATTERN, WE WOULD LIKE THE MORNING OF THE
FIRST DAY AT EACH STOP TO BE SPENT WITH THE U.S.
AMBASSADOR TO THE HOST COUNTRY, THE HEADS OF THE
POLITICAL AND ECONOMIC SECTIONS OF THE EMBASSY AND OTHER
EMBASSY OFFICIALS. THAT AFTERNOON, MEETINGS WILL BE
ARRANGED WITH THREE OR MORE HEADS OF RELEVANT MINISTRIES,
SUCH AS ECONOMY, INDUSTRY, TRADE AND COMMERCE, PUBLIC
WORKS, TRANSPORTATION, LABOR, AND THE CENTRAL BANK, IN
ACCORDANCE WITH THE SET-UP OF EACH INDIVIDUAL GOVERNMENT.
IN THE EVENING, WE WILL ARRANGE A GROUP OF DINNER PARTIES
TO BE HOSTED BY PROMINENT MEMBERS OF THE LOCAL BUSINESS
COMMUNITY FOR THREE TO SIX MISSION MEMBERS IN WHICH
MISSION PARTICIPANTS WILL BE ABLE TO MEET POTENTIAL JOINT
VENTURE PARTNERS IN A SOCIAL ATMOSPHERE. THE SECOND DAY
WILL BE DEVOTED TO PRIVATE MEETINGS BETWEEN MISSION
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PARTICIPANTS AND EITHER LOCAL BUSINESSMEN OR HOST
GOVERNMENT OFFICIALS, OR BOTH. MISSION MEMBERS WILL PAY
THEIR OWN EXPENSES PLUS A PRO RATA SHARE OF THE GENERAL
EXPENSES.

4. THE PROPOSED MISSION ITINERARY IS AS FOLLOWS:

SATURDAY, NOVEMBER 1: SAN SALVADOR
SUNDAY, NOVEMBER 2: SAN SALVADOR
MONDAY, NOVEMBER 3: SAN SALVADOR
TUESDAY, NOVEMBER 4: SAN SALVADOR/MANAGUA
WEDNESDAY, NOVEMBER 5: MANAGUA
THURSDAY, NOVEMBER 6: TEGUCIGALPA

FRIDAY, NOVEMBER 7: TEGUCIGALPA/SAN PEDRO SULA
SATURDAY, NOVEMBER 8: SAN PEDRO SULA/GUATEMALA CITY
SUNDAY, NOVEMBER 9: GUATEMALA CITY
MONDAY, NOVEMBER 10: GUATEMALA CITY
TUESDAY, NOVEMBER 11: GUATEMALA CITY /SAN JOSE
WEDNESDAY, NOVEMBER 12: SAN JOSE
,

IN HONDURAS, MEETINGS WITH EMBASSY AND GOVERNMENT
OFFICIALS WILL TAKE PLACE IN TEGUCIGALPA, AND MEETINGS
WITH LOCAL BUSINESS COMMUNITY WILL TAKE PLACE IN SAN
PEDRO SULA, EXCEPT FOR INDIVIDUALLY ARRANGED MEETINGS
WITH TEGUCIGALPA BUSINESS COMMUNITY UPON SPECIAL REQUEST.

5. REQUEST TDY CONCURRENCE FOR MESSRS. BIRD AND MANSBACH
BEGINNING JULY 7, FOR PURPOSE OF CONSULTATION WITH
AMEMBASSIES, HOST GOVERNMENT OFFICIALS, U.S.-HOST COUNTRY
CHAMBERS OF COMMERCE, AND PROMINENT LOCAL BUSINESS
COMMUNITY. PROPOSED ITINERARY AS FOLLOWS:

JULY 9 MANSBACH AND BIRD ARRIVE SAN JOSE; FLIGHTS
TO BE DETERMINED. JULY ,,

FULL DAY OF BUSINESS FOR BIRD AND MANSBACH.

PROPOSED ITINERARY AS FOLLOWS (CONT'D):

JULY 11 BIRD AND MANSBACH DEPART SAN JOSE VIA TA 310
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JULY 12 IN MANAGUA.

JULY 13 BIRD AND MANSBACH DEPART MANAGUA VIA TA 310

JULY 14 IN SAN SALVADOR.

JULY 15 BIRD AND MANSBACH DEPART SAN SALVADOR VIA

JULY 16 IN TEGUCIGALPA.

JULY 17 DEPART TEGUCIGALPA VIA SH 204 AT 14:00 P.M.

JULY 18 DEPART SAN PEDRO SULA VIA GU 803 AT 8:00 A.M.

JULY 19
THROUGH 21 IN GUATEMALA CITY.

JULY 22 MANSBACH DEPARTS FOR WASHINGTON VIA PA 542

BIRD HAS ARRANGED FOR HOTEL RESERVATIONS THROUGH HIS
OFFICE IN LOS ANGELES, AS LISTED BELOW:

SAN JOSE - CARIARI
MANAGUA - INTERCONTINENTAL
SAN SALVADOR - CAMINO REAL
TEGUCIGALPA - MAYA
SAN PEDRO SULA - GRAND
GUATEMALA CITY - CAMINO REAL/BILTMORE

BIRD AND MANSBACH WOULD APPRECIATE BEING MET AT AIRPORTS.

6. ON JUNE 17 AND 18, BIRD AND MANSBACH, TOGETHER WITH PATRICIA COUNTS, OPIC'S FINANCIAL OFFICER FOR LATIN AMERICA, MET WITH THE AMBASSADORS OF EACH OF THE FIVE TARGET COUNTRIES (WITH THE EXCEPTION OF HONDURAS WHERE WE MET WITH ECONOMIC COUNSELLOR MARTIN IN ABSENCE OF AMBASSADOR) AT THEIR EMBASSIES IN WASHINGTON TO DISCUSS WITH THEM THE AIMS AND DATES OF THE MISSION AND TO REQUEST THE COOPERATION OF THE HOST GOVERNMENTS IN MAKING THE MISSION A SUCCESS. ALL WERE ENTHUSIASTIC
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AND PROVIDED OPIC WITH SPECIFIC CONTACTS IN THEIR GOVERNMENTS WHO COULD HELP MAKE AVAILABLE TO THE MISSION HOST GOVERNMENT REPRESENTATIVES FROM THE MINISTERIAL LEVEL, WHICH WILL GO FAR TO INSURE THE SUCCESS OF THE MISSION. EACH AMBASSADOR AGREED TO GET IN TOUCH WITH THESE HOST GOVERNMENT CONTACTS TO REQUEST THEIR AVAILABILITY DURING BIRD AND MANSBACH'S JULY TRIP. NEVERTHELESS, WE WOULD APPRECIATE THE EMBASSIES CONTACTING THE PEOPLE LISTED BELOW TO CONFIRM APPOINTMENTS ON THE DATES REQUESTED:

(B) FOR SAN JOSE: ON JULY 10

ENRIQUE GONZALEZ (DIRECTOR OF THE CENTRO PARA LA PROMOCION DE LAS EXPORTACIONES Y DE LAS INVERSION) AND OSCAR ARIAS (MINISTER OF PLANNING).

(C) FOR MANAGUA: ON JULY 11

MINISTER OF ECONOMY, JOSE MARTINEZ.

(D) FOR SAN SALVADOR: ON JULY 14

FOREIGN MINISTER MAURICIO BORGONOVA POHL, FOLLOWED BY ATILIO VIEYTEZ, EXECUTIVE SECRETARY OF CONSEJO NACIONAL DE PLANIFICACION Y CO-ORDINATION ECONOMICA.

SINCE BIRD AND MANSBACH'S TIME IN SAN SALVADOR WILL BE QUITE SHORT, WE WOULD APPRECIATE BEING ABLE TO MEET WITH AMBASSADOR CAMPBELL AND/OR THE HEAD OF ECONOMIC SECTION AT THEIR CONVENIENCE ON SUNDAY, JULY 12.

(E) FOR TEGUCIGALPA: ON JULY 16 OR MORNING OF
JULY 17

MINISTER OF ECONOMY, ARMANDO SAN MARTIN; UNDER-
SECRETARY VICENTE DIAZ; AND DIRECTOR GENERAL OF FOREIGN
TRADE, RUDOLFO ALVAREZ VACA.

(F) GUATEMALA CITY: FOR JULY 18 OR, IF NOT
POSSIBLE, JULY 21
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EDUARDO PALOMA (MINISTER OF ECONOMY) AND ARMANDO
GONZALEZ, COMPO (SECRETARY GENERAL OF PLANNING COMMISSION).

(G) ALL POSTS - PLEASE ADD ANY AND ALL NAMES OF
IMPORTANCE WHICH WE MAY HAVE OMITTED AND MAKE SUCH
APPOINTMENTS AS YOU THINK WOULD BE USEFUL. ALSO, PLEASE
ADVISE OF ANY MISTAKES IN NAMES OF PEOPLE AND
ORGANIZATIONS.

7. ALSO REQUEST EMBASSIES TO ARRANGE MEETING(S) FOR
MANSBACH WITH HOST GOVERNMENT'S INVESTMENT PROMOTION
AGENCY AND/OR DEVELOPMENT BANK AND/OR PRIVATE PROMOTION
AGENCIES (IF SUCH EXIST), SO THAT EACH WILL BE
PREPARED TO DISCUSS WITH MANSBACH BETWEEN THREE AND
SIX PRIVATE SECTOR PROJECTS WHICH ARE OF HIGHEST
PRIORITY TO HOST GOVERNMENT AND PRIVATE SECTOR AND WHICH
THEY BELIEVE WOULD BE OF INTEREST TO THE PRIVATE
SECTOR IN THE UNITED STATES. OPIC WILL USE THESE
PROJECTS IN FINDING APPROPRIATE COMPANIES TO INVITE TO
PARTICIPATE IN THE INVESTMENT MISSION. IT WOULD BE
HELPFUL IF RESPECTIVE AGENCIES COULD HAVE SHORT WRITTEN
SYNOPSSES OF THESE PROJECTS PREPARED FOR MEETING WITH
MANSBACH. SUCH MEETINGS CAN BE SET UP AT EMBASSIES'
DISCRETION AND, SINCE BIRD WILL PROBABLY NOT WISH TO
ATTEND, THEY CAN BE SCHEDULED FOR MANSBACH BEFORE BIRD
ARRIVES OR AFTER HE HAS LEFT IN CITIES WHERE BIRD AND
MANSBACH ARE NOT TRAVELLING TOGETHER. OPIC WOULD ALSO
FIND USEFUL COPIES OF ANY FEASIBILITY STUDIES EITHER ON
SPECIFIC PROJECTS OR ECONOMIC SECTORS WHICH THESE
AGENCIES CAN MAKE AVAILABLE TO MANSBACH.

FOR TEGUCIGALPA: PLEASE ARRANGE MEETING WITH
CABEI FOR PURPOSES INDICATED ABOVE.

8. OPIC WOULD ALSO APPRECIATE EMBASSIES DOING SOME
PRELIMINARY RESEARCH ON IMPORT FIGURES OF SPECIFIC
PRODUCTS SO THAT CONSIDERATION CAN BE GIVEN TO INVITING
PARTICIPANTS INTERESTED IN IMPORT SUBSTITUTION
INDUSTRIES.

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9. DEPARTMENT AND OPIC REQUEST ADDRESSEES' COMMENTS
ON ANY ASPECT OF MISSION PROPOSAL OUTLINED ABOVE, INCLUDING
ITS FEASIBILITY AND APPROPRIATENESS. ALSO REQUEST
CONCURRENCE ON MANSBACH AND BIRD TDY BY COB JULY 3.
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